

ABSTRACT OF THE DISCLOSURE

5 An interactive radio system is disclosed. The overall architecture of the interactive radio system includes a broadcast system for broadcasting digital information across a radio signal to web radio receiver units. In a preferred embodiment, the digital data is encoded using the RBDS/RDS standards. The broadcast system of the present invention includes tools for generating audio streams with associated digital content. In a preferred embodiment, the digital information consists of Radio Broadcast Markup Language (RBML) documents that are processed and displayed by the computer system. The broadcast audio and digital content is received by web radio receiver units. The web radios play the audio portion and simultaneously pass the digital information to a computer system that is coupled to the web radio. The digital content may specify links to additional information available on the World Wide Web. Thus, the combination of a broadcast data system and the internet provides a method of allow radio listeners to interact with a radio broadcasters. Specifically, the system of the present invention can be used to allow audience participation, provide audience tracking, provide listener credits, and enhance radio broadcasts through a combination of data pushed over the broadcast network and data pulled from the Internet.